

## DISPATCH IN WORLD'S GREATEST ADVERTISING CAMPAIGN

The Dispatch has been selected as one of the mediums in the world's greatest advertising campaign.

It is the campaign of the United States Navy; advertising paid for by the government the first time in the history of this country.

The Navy publicity for this campaign is being placed by the Advertising Agencies Corporation, a corporation composed of 116 advertising agencies.

The Dispatch was selected for this campaign on its merits and enterprise as an advertising medium and a public journal.

America leads the world in advertising and in the development of the advertising profession. Today, the United States Navy is leading American advertising into a new stage of big, progressive performance.

This advertising campaign is the largest in scope, on ethical business lines, ever undertaken by anybody, anywhere.

More newspapers are used, with paid for advertising, than ever before in a single undertaking.

More advertising service and professional skill has been put into this campaign than was ever employed before.

Every line of the advertising is paid for by the Navy Department at regular commercial rates.

The campaign will reach millions and millions of people all over America this week through the medium of the daily and weekly newspapers.

It is the most colossal advertising campaign ever launched and the Dispatch is one of the mediums of circulation.

The first ad of the series is in this issue.

## SAFE, GENTLE REMEDY BRINGS SURE RELIEF

For 200 years GOLD MEDAL Haasem Oil has enabled suffering humanity to withstand attacks of kidney, liver, bladder and stomach troubles and all diseases connected with the urinary organs and to build up and restore to health organs weakened by disease. These most important organs must be watched, because they filter and purify the blood; unless they do their work you are doomed.

Weakness, sleeplessness, nervousness, dizziness, backache, stomach trouble, pains in the joints and lower abdomen, gravel, difficulty when urinating, rheumatism, sciatica and lumbago all warn you of trouble with your kidneys. GOLD MEDAL Haasem Oil Capsules.

# G. M. C.

## TRUCKS

Make good where others fail.

Robinson Motor Car Co.

Columbus, Mississippi



—“and from there we went to Japan”

Talk about adventures!

Men in the Navy come home with the kind of experiences that most chaps read of only in the books.

Here's your chance!

Uncle Sam has, as you know, a big Navy and gives red-blooded young fellows like you an opportunity to step aboard and “shove off”.

What will you get out of it?

Just this:

A chance to rub elbows with foreign folks in strange parts of the world.

The chance for good honest work on shipboard—the kind of work that teaches you something real: the kind of work that pays.

beef on your shoulders and hair on your chest.

You will get 30 care-free vacation days a year, not counting shore leave in home or foreign ports.

You will have the kind of comradeship in travel that sailors know.

You will have regular pay, over and above your meals, lodging and your first uniform outfit—good stuff all of it.

You can join for two years. When you get through you'll be physically and mentally “tuned up” for the rest of your life. You'll be ready through and through for SUCCESS.

There's a Recruiting Station right near you. If you don't know where it is, your Postmaster will be glad to tell you.

To any Father and Mother:—

In the Navy your boy is fed, housed, clothed, and his education is taken care of by responsible experts.

# Shove off! -Join the U.S. Navy

## Velvet Gowns, Simple and Superb



Velvet, a little satin, some soutache braid, with a superb gift for designing and perfect taste, combined to make the beautiful, and apparently simple afternoon gown which compels our admiration here. It may not be anything like as simple as it looks; there are subtle means for arriving at such beauty of line and adjustment, but they are the technique of the artist and go unnoticed, except by the practiced eyes of other artists. This is the sort of dress that would please the painter of women in any generation, and it will delight the lady of today. It is a portrayal of the mode at its best and no one could ask for a better draping of the human form divine.

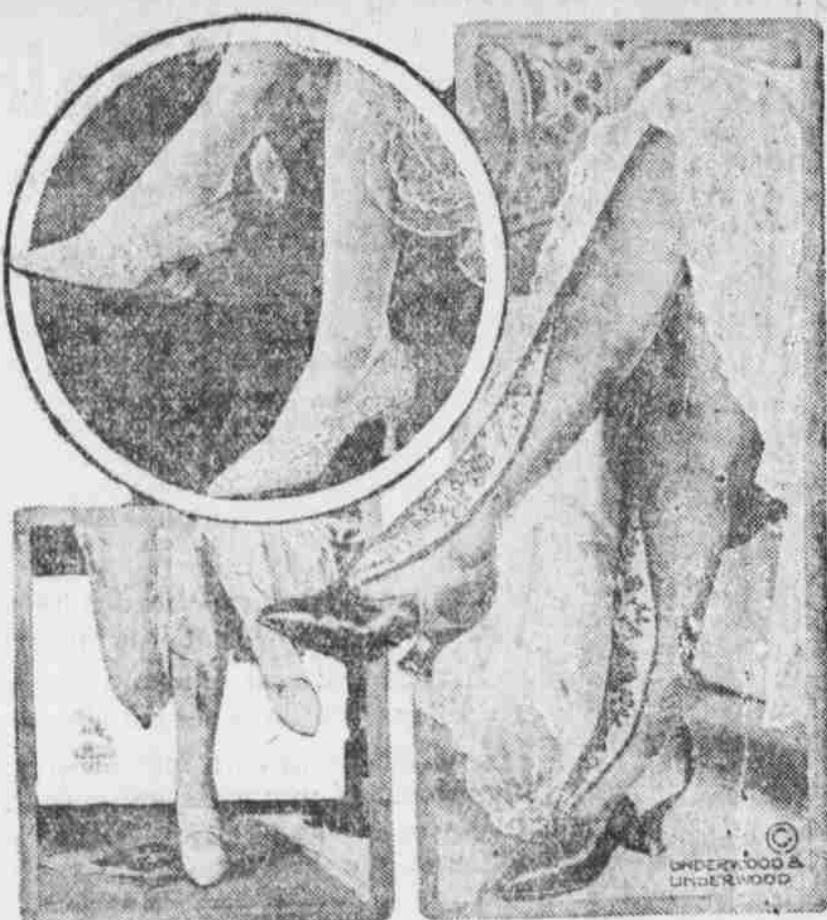
Dark brown velvet with considerable luster was chosen for this frock. In the cut of the neck and the shape of the sleeves, in the hang of the skirt and its decoration and length, are to be noted touches that reveal how artfully the latest style features have been utilized by the designer. The skirt reaches almost to the instep and narrows a little toward the bottom. Its rather deep yoke is beaded in chequer-board pattern with soutache

of the same shade as the velvet. The sleeves flare toward the wrist and are finished with two wide, shaped folds of satin. The bodice is paneled at the front and back, fastened at the right side, where three satin-covered buttons are placed. Pippings of satin finish the edges of the set-in belt, the neck and the arm's eye. Finally a silk cord, with tasseled ends, is brought about the waist and hangs more than half the length of the skirt. It is not difficult to picture the effectiveness of this dress in dark blue or taupe or plum color, as well as in brown, and the design is suited to both mature and younger women.

The hat worn with the gown as pictured is of brown velvet with a brim facing of dull gold brocade and a small feather ornament at one side. It corresponds with the dress, is simple, rich, and graceful, with the irregular brim and softly draped crown that have made the season's millinery so successful.

Julia Bonnelly

## Among Aristocrats in Footwear



If Cinderella could revisit a world grown more proficient in making footwear since her day, she would scorn her famed glass slippers as soon as she could make comparisons. Their rivals of today are something to wonder at.

All the world appears to be coming here to buy our footwear and leather is still mounting skyward in price. Those who are already provided with shoes for a year ahead are going to save money. When the prices get a bit higher we may expect to see cloth shoes with composition or rubber soles taking the place of leather.

The group of slippers shown here, together with silk hosiery and a trifle of frivolous decoration for the ankle, completes plain satin, tulle and cloth and silver beaded slippers for full dress wear. The white and silver beaded slippers are worn with white silk hose having the reinforcement of the heel woven in, in a triangle at the back instead of a square. These pumps have prettily shaped French heels, not too high for comfort, and no decoration. The beautiful black pumps shown just below are equally plain but show an inset at the back in beige color. But these two-color pumps are less popular than those that are all black. The thin black silk hose shown with them have graceful insets of chantilly lace at the front.

The strapped slipper with broad tongue that completes the group is a novelty. It is fastened by a strap across the instep with a single button, and the tongue indicates that this shoe may have been intended for more practical service than the others. If this is the case these slippers are in the wrong company; for the pretty gewgaw, with pendant beads worn about the leg is altogether impractical and thoroughly frivolous. However it is pretty and that is excuse enough for wearing it.

Julia Bonnelly

## PELLAGRA

ITS HISTORY ITS RESULTS ITS SYMPTOMS ITS TREATMENT Interesting book sent free in plain sealed envelope. CROWN MEDICINE COMPANY, Walton Building, Atlanta, Ga.

## Habitual Constipation Cured in 14 to 21 Days

“LAX-FOS WITH PEP-SIN” is a specially-prepared Syrup Tonic-Laxative for Habitual Constipation. It relieves promptly but should be taken regularly for 14 to 21 days to induce regular action. It stimulates and regulates. Very Pleasant to Take. 60c per bottle.

## HOLLAND LAND OF PRIMNESS

American Visitor Attracted by Neat Appearance and General Cleanliness Everywhere Noticeable.

Holland and the Hollanders are as unlike France as two countries can be. Corp. David Ramsauer writes in the Indianapolis Star. The rural districts of Holland look like one big formal garden and the cities of Holland look as if they had been cast in a huge mold, set down carefully and secured and polished every day. But France looks more like a country expressly designed to please the eye, and the cities of France, more better-skilled, reflect the temperamental spirit of the French.

A small city in France neglects whole streets and districts in order that one spot, one park, cathedral or building, may be beautiful. But in Holland the idea seems to be to make it all substantial and neat and that is why wherever one goes in Rotterdam or The Hague he finds the same orderly rows upon rows of apartment houses or business blocks with the same little staid parkways and parks that somehow remind one of the old-fashioned “best rooms” of a generation ago.

I have covered Rotterdam and The Hague, and in neither city have I found a district that corresponds to our tenement districts or that was characterized by the squalor or dirt of the poorer sections of our American cities. I found districts where poor people lived and where the houses were not so good, but even those poor people looked clean and their houses were clean, the streets and alleys clean, just as in the better districts.

In Holland it is the men who wear the best clothes; it is the men who are the better looking; the best shops are for men, the tobacco shops of Rotterdam are gorgeous, there is no other word, they rival in splendor even the jewelry shops of Fifth avenue, New York. The shops for men's wear are much more attractive than those for women's wear and everything there seems to be of men and for men.

In Rotterdam one would not, as he would in a French town, drop into a cafe or store and start jollyling the madame or mademoiselle and playing with the youngsters. I rather think that if we did that over there the stolid Dutch frau would call for help and one of the solemn-looking policemen who stalk about the street would escort us to the local jail. Those things aren't done in Rotterdam.

## The Return of the Sword.

The British army order requiring all “field marshals, generals and colonels, when dismounted,” to wear the sword on all ceremonial parades and at official ceremonies, has provided material for the humorists. The sword, having been superseded by other weapons for those who actually come in contact with the enemy, and being therefore doubly useless to officers of exalted rank who must remain at a considerable distance from the hand-to-hand engagements, had been discarded during the war. But now it returns with all its faded glory for times of peace and its formidable “clank” will once more accompany its wearer's martial stride. However ludicrous this may seem, it is apparently to some extent unavoidable owing to the forbidding ugliness of modern engines of war—bombs, trench periscopes, portable machine guns and the like, which are obviously less desirable as emblems of authority than the graceful lines of the sword, the scimitar and the halberd of other times.

## Atlantic Effort in 1873.

Although the first successful passage of a dirigible across the Atlantic easily called to mind the attempted journey in 1910 of Walter Wellman in the dirigible America, considerable time seems to have elapsed before anybody remembered the old-fashioned balloon Atlantis and its effort nearly fifty years ago to cross the ocean. The Atlantis started from Brooklyn N. Y., at nine in the morning of October 6, 1873, carrying as passengers Prof. Washington H. Donaldson, who was chiefly responsible for the enterprise, and two companions, Alfred Ford and George A. Lunt. The travelers were carried in a regular ocean lifeboat, suspended beneath the balloon, and to answer the purpose of modern wireless apparatus the expedition was equipped with homing pigeons. The effort was short-lived, for the balloon came down the same afternoon in New Canaan, Conn., about 100 miles from the starting point, having made no progress toward Europe.

## Work Counts.

“Recommendations are all right in their way,” declares Mayor Snyder, “but nowadays they are too lightly given to be of any real value. Like that of a cook that once applied at my home. When told that her recommendation was really a very poor one, she replied:

“Well, sir, ‘twas this way. The missus was too busy to write it so she had the maid do it and the maid had only been to night school three times sir.”—Los Angeles Times.

## Hint Proved Effective.

Peggy was allowed as a special favor to accompany her parents to a dinner party given at a friend's home one evening. Jelly of the kind made with gelatin and fruit juice was a dessert. In some way Peggy was overlooked when this was passed, but being a polite little girl she did not ask for any, but at the conclusion of the meal he turned to her neighbor and said: “What flavor was the jelly?” Needless to say, she was helped to a generous portion.

we sell **USL** storage batteries because —

of their exclusive machine-pasted plates—no chance for uneven spreading of material to show up in battery-weakness later.

Because they are guaranteed on a 15-months' adjustment basis.

And because we, the USL agents in this town, are willing to back them with our reputation for first-grade service.

CITY AUTO COMPANY

MAIN STREET

PHONE 543

**USL BATTERY SERVICE STATION**  
U S LIGHT & HEAT CORPORATION

## Keep Well

Do not allow the poisons of undigested food to accumulate in your bowels, where they are absorbed into your system. Indigestion, constipation, headache, bad blood, and numerous other troubles are bound to follow. Keep your system clean, as thousands of others do, by taking an occasional dose of the old, reliable, vegetable, family liver medicine.

Thedford's

## Black-Draught

Mrs. W. F. Pickle, of Rising Fawn, Ga., writes: “We have used Thedford's Black-Draught as a family medicine. My mother-in-law could not take calomel as it seemed too strong for her, so she used Black-Draught as a mild laxative and liver regulator. . . . We use it in the family and believe it is the best medicine for the liver made.” Try it. Insist on the genuine—Thedford's. 25c a package. E-75

## Callus? “Gets-It” Will Peel It Off!

Nothing on Earth Like Simple “Gets-It” for Corns or Calluses. A callus, or thickened skin on the sole of the foot, which often makes walking a misery is of the same nature as a corn. “Gets-It”



Use “Gets-It” and Dance. Even with Corns removes it as easily as it does the toughest corns. By using a few drops of “Gets-It” on the callus, you will be able to peel it off with your fingers, in one complete piece just as you would a banana peel. It leaves the skin free and smooth as though you never had a callus. You need no more fleshy plasters, sticky tape, “puckers,” handkerchiefs or scissors for corns or calluses. “Gets-It” is the national corn remover, the biggest on earth, used by millions. It never fails. You'll work, play and dance at ease in spite of corns. “Gets-It” is the only sure, guaranteed, money-back corn-remover, costs but a trifle at any drug store. MFG'd by E. Lawrence & Co., Chicago, Ill.

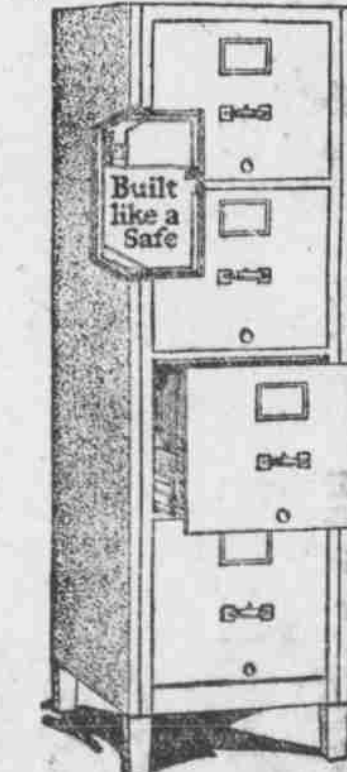
Sold in Columbus and recommended as the world's best corn remedy, by Johnston and Caine, and J. W. Jones.

**“Y and E” System-planning SERVICE**

—without charge

4,000 “Y and E” Products

Efficiency, Desk, Fire-Wall, Steel Cabinet, “Y and E” Wood Cabinets, Record Filing Sales, Etc.



The biggest thing about a “Y and E” Fire-Wall Steel Filing Cabinet is not necessarily the “Built Like a Safe” construction—not the double steel walls, nor the asbestos interlining, nor the dead air chambers at the top, bottom, front, sides and back. It is not the Safety Drawer Latches, nor “Y and E” Frictionless Rollers.

The biggest feature of all is the “Y and E” System. “Y and E” offers you efficient system planning service without charge. It is this service which transforms your office equipment from so much wood and metal into a vital working part of your business.

“Y and E” Service is Free

A phone call or letter from you will bring a system planning expert who is competent to work out a modern and efficient system which will save money to your business. Write for free booklet “Vertical Filing Down to Date.”

L. E. DIVELBISS  
Columbus, Miss.

**“Y and E”**

**“Y and E”**